

COLLIDE

Network Details

Planned

DATE	DAY	TIME (ET)	NETWORK	PROGRAM	TOTAL # OF UNITS			Vendor NET COST	A25-49		M18-49		F18-34	
					:15s	:30s	TOT		RTG	IMP (000)	RTG	IMP (000)	RTG	IMP (000)
BROADCAST: SPORTS														
Week of 1/23														
1/26	Thu	TBD	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
1/26	Thu	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/26	Thu	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/26	Thu	TBD	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
1/26	Thu	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/26	Thu	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
WEEK TOTAL:					0	6	6		3.4	3,402	4.9	3,110	1.9	648
Week of 2/13														
2/13	Mon	8p-10:30p	TNT	NBA Prime Game		1	1		0.2	217	0.2	149	0.1	46
2/15	Wed	8p-10:30p	ESPN	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
2/15	Wed	10:30p-1a	ESPN	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
2/16	Thu	TBD	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
2/16	Thu	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/16	Thu	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/17	Fri	8p-10:30p	ESPN	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
2/17	Fri	10:30p-1a	ESPN	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
2/18	Sat	8:30p-11p	ABC	NBA Prime Game		1	1		1.2	1,227	1.5	960	0.7	241
WEEK TOTAL:					0	9	9		5.6	5,543	7.7	4,892	3.1	1,077
Week of 2/20														
2/21	Tue	TBD	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
2/21	Tue	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/21	Tue	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/22	Wed	8p-10:30p	ESPN	NBA Early Prime Game	1	1	1		0.7	742	1.1	703	0.4	139
2/22	Wed	10:30p-1a	ESPN	NBA Late Prime Game	1	1	1		0.7	742	1.1	703	0.4	139
2/23	Thu	TBD	TNT	Tip-off	1	1	1		0.2	217	0.2	149	0.1	46
2/23	Thu	8p-10:30p	TNT	NBA Early Prime Game	1	1	1		0.5	457	0.6	411	0.3	94
2/23	Thu	10:30p-1a	TNT	NBA Late Prime Game	1	1	1		0.5	457	0.6	411	0.3	94
WEEK TOTAL:					5	3	8		3.8	3,746	5.3	3,348	2.2	746
SPORTS TOTAL					5	18	23	\$727,460	12.8	12,691	17.8	11,350	7.1	2,471
BROADCAST: LATE NIGHT														
Week of 1/30														
2/20	Mon	11:35p-12:35a	ABC	Jimmy Kimmel Live		1	1		0.6	591	0.4	266	0.3	117
2/20	Mon	11:35p-12:35a	CBS	The Late Show With Stephen Colbert		1	1		0.7	718	0.6	390	0.3	117
2/20	Mon	12:35a-1:35a	CBS	The Late Late Show with James Corden		1	1		0.4	404	0.3	207	0.2	68
2/20	Mon	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon		1	1		1.0	1,033	0.8	482	0.6	211
2/20	Mon	12:35a-1:35a	NBC	Late Night with Seth Meyers		1	1		0.5	529	0.4	245	0.2	77
2/21	Tue	11:35p-12:35a	ABC	Jimmy Kimmel Live	1	1	1		0.6	591	0.4	266	0.3	117
2/21	Tue	11:35p-12:35a	CBS	The Late Show With Stephen Colbert	1	1	1		0.7	718	0.6	390	0.3	117
2/21	Tue	12:35a-1:35a	CBS	The Late Late Show with James Corden	1	1	1		0.4	404	0.3	207	0.2	68
2/21	Tue	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon	1	1	1		1.0	1,033	0.8	482	0.6	211
2/21	Tue	12:35a-1:35a	NBC	Late Night with Seth Meyers	1	1	1		0.5	529	0.4	245	0.2	77
2/22	Wed	11:35p-12:35a	ABC	Jimmy Kimmel Live		1	1		0.6	591	0.4	266	0.3	117
2/22	Wed	11:35p-12:35a	CBS	The Late Show With Stephen Colbert		1	1		0.7	718	0.6	390	0.3	117
2/22	Wed	12:35a-1:35a	CBS	The Late Late Show with James Corden		1	1		0.4	404	0.3	207	0.2	68
2/22	Wed	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon		1	1		1.0	1,033	0.8	482	0.6	211
2/22	Wed	12:35a-1:35a	NBC	Late Night with Seth Meyers		1	1		0.5	529	0.4	245	0.2	77
2/23	Thu	11:35p-12:35a	ABC	Jimmy Kimmel Live	1	1	1		0.6	591	0.4	266	0.3	117
2/23	Thu	11:35p-12:35a	CBS	The Late Show With Stephen Colbert	1	1	1		0.7	718	0.6	390	0.3	117
2/23	Thu	12:35a-1:35a	CBS	The Late Late Show with James Corden	1	1	1		0.4	404	0.3	207	0.2	68
2/23	Thu	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon	1	1	1		1.0	1,033	0.8	482	0.6	211
2/23	Thu	12:35a-1:35a	NBC	Late Night with Seth Meyers	1	1	1		0.5	529	0.4	245	0.2	77
WEEK TOTAL:					10	10	20		13.2	13,100	10.0	6,360	6.8	2,360
LATENIGHT TOTAL					10	10	20	\$384,331	13.2	13,100	10.0	6,360	6.8	2,360
BROADCAST TOTAL					15	28	43	\$1,111,791	26.0	25,791	27.8	17,710	14.0	4,831

Actual

DATE	DAY	TIME (ET)	NETWORK	PROGRAM	AL # OF UNITS			Vendor NET COST	A25-49		M18-49		F18-34	
					:15s	:30s	TOT		RTG	IMP (000)	RTG	IMP (000)	RTG	IMP (000)
BROADCAST: SPORTS														
Week of 1/23														
1/23	MON	8p-10:30p	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
1/23	Thu	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/23	Thu	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/26	Thu	TBD	TNT	Tip-off / Inside NBA		2	2		0.4	434	0.4	298	0.2	92
1/26	Thu	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/26	Thu	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/28	Sat	8:30p-11p	ABC	NBA Prime Game		1	1		1.2	1,227	1.5	960	0.7	241
1/29	Sun	8:30p-11p	ABC	NBA Prime Game w/ 2 repeats		3	3		1.2	1,227	1.5	960	0.7	241
WEEK TOTAL:					0	11.0	11.0		6.1	6,073.0	8.1	5,179.0	3.3	1,176.0
Week of 1/30														
1/30	Mon	8p-10:30p	TNT	NBA Prime Game w/ repeat		2	2		0.5	457	0.6	411	0.3	94
2/1	Wed	8p-10:30p	ESPN	NBA Wednesday		1	1		0.7	742	1.1	703	0.4	139
2/2	Thu	8p-10:30p	TNT	NBA Prime Game w/ repeat		2	2		0.5	457	0.6	411	0.3	94
2/3	Fri	10:30p-1a	ESPN	NBA Friday		1	1		0.7	742	1.1	703	0.4	139
2/4	Fri	10:30p-1a	ABC	ABC Overnight Game		1	1							
WEEK TOTAL:					0	7.0	7.0		2.4	2,398.0	3.5	2,228.0	1.3	466.0
Week of 2/6														
2/8	Wed	late	ESPN	NBA Wednesday		1	1							
2/11	Sat	late	ABC	ABC Overnight Game		3	3							
2/12	Sun	late	ABC	ABC Overnight Game		1	1							
WEEK TOTAL:					4	1	5	0	0	0	0	0	0	0
Week of 2/13														
2/13	Mon	8p-10:30p	TNT	NBA Prime Game w/ repeat		2	2		0.5	457	0.6	411	0.3	94
2/13	Mon	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/15	Wed	8p-10:30p	ESPN	NBA Wednesday		2	2		0.7	742	1.1	703	0.4	139
2/16	Thu	8p-10:30p	TNT	NBA Early Prime Game		2	2		0.5	457	0.6	411	0.3	94
2/16	Thu	8p-10:30p	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
2/17	Fri	7p-10:30p	ESPN	NBA All Star Event + (2) repeats		2	2		0.9	1,027	0.8	920	0.5	285
WEEK TOTAL:					7	3.0	10.0		3.2	3,357.0	4.1	3,005.0	1.9	752.0
Week of 2/20														
2/23	Thu	TBD	TNT	Inside NBA		1	1		0.2	217	0.2	149	0.1	46
2/23	Tue	8p-10:30p	TNT	NBA Early Prime Game w/ repeat		2	2		0.5	457	0.6	411	0.3	94
2/23	Tue	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.5	457	0.6	411	0.3	94
WEEK TOTAL:					4	-	4.0		1.1	1,131.0	1.5	971.0	0.7	234.0
SPORTS TOTAL					15	22.0	37.0	727,460.0	12.9	12,959.0	17.2	11,383.0	7.2	2,628.0
BROADCAST: LATE NIGHT														
Week of 1/30														
2/20	Mon	11:35p-12:35a	ABC	Jimmy Kimmel Live		2	2		1.2	1,182	0.8	532	0.6	234
2/20	Mon	11:35p-12:35a	CBS	The Late Show With Stephen Colbert		2	2		1.4	1,436	1.2	780	0.6	234
2/20	Mon	12:35a-1:35a	CBS	The Late Late Show with James Corden		2	2		0.8	808	0.6	414	0.4	136
2/20	Mon	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon		2	2		2.0	2,066	1.6	964	1.2	422
2/20	Mon	12:35a-1:35a	NBC	Late Night with Seth Meyers		2	2		0.5	529	0.4	245	0.2	77
2/21	Tue	11:35p-12:35a	ABC	Jimmy Kimmel Live		1	1		0.6	591	0.4	266	0.3	117
2/21	Tue	11:35p-12:35a	CBS	The Late Show With Stephen Colbert		1	1		0.7	718	0.6	390	0.3	117
2/21	Tue	12:35a-1:35a												

Sports Notes

The original plan was adjusted to reflect re-scheduling of spots that were shown on days with no games and scheduled during all star break

Spot count was increased from 23 total planned to 37 actual

A25/49 TRP's remained the same (NO trp's were included for bonus or mirror spots)

Late Night Notes

Spots all changed to :15's per instructions Resulting in spot count and trp increase